



# Connect with what's happening

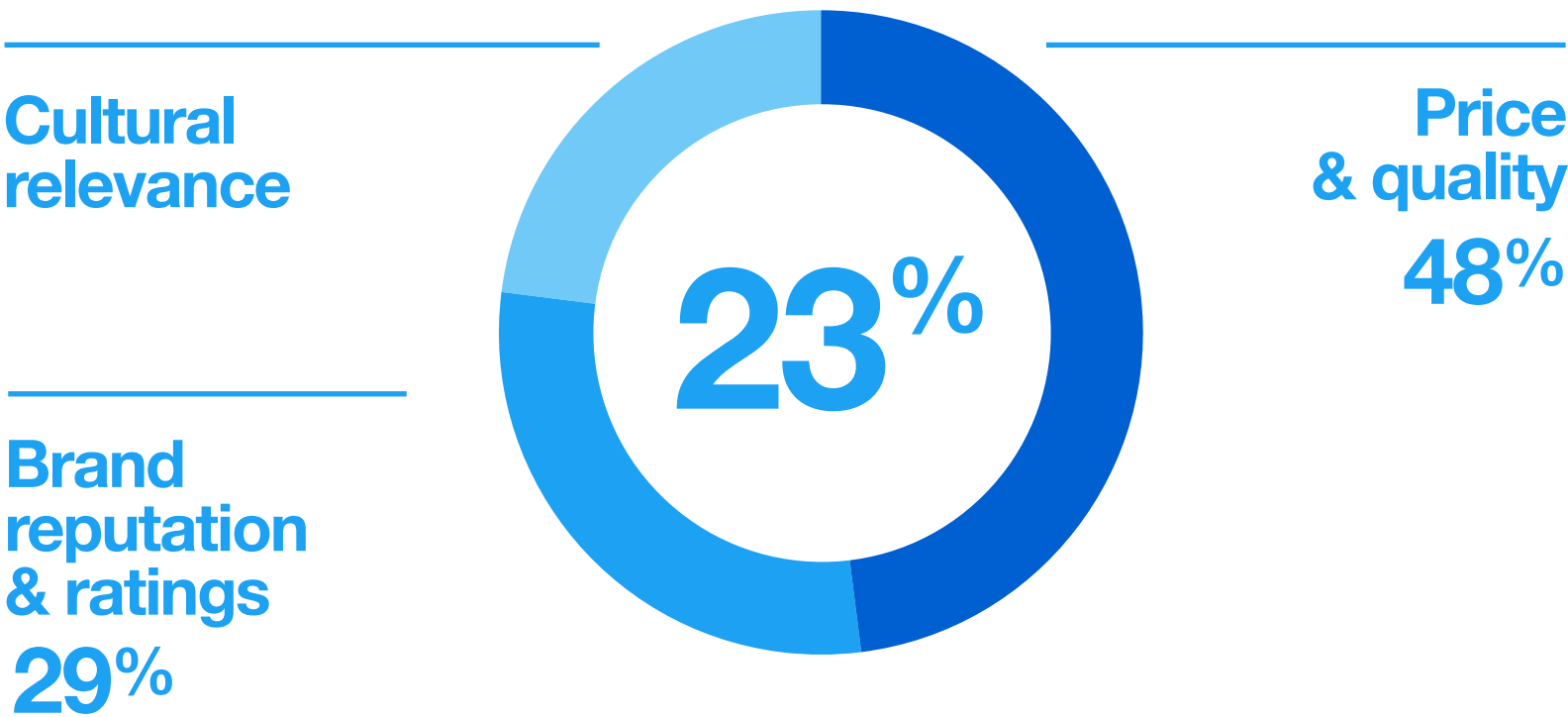
## A new study shows just how much consumers want brands to be part of what's happening

It used to be that brands and mass-media were the gatekeepers of conversation. But today, there are no gatekeepers to the conversation, and millions of people are participating in the two-way live, public, open conversation happening on Twitter everyday.

In the past, media and brands have shaped what's happening, but now the people shape what's happening. What begins in fringe groups, flourishes in the mainstream with a pace that's never been seen before. Now, more than ever before, your brand needs to connect with what's happening.

### Cultural relevance is a key driver in a consumer's purchase decision

We partnered with IPG and media agency MagnaGlobal to understand what factors influence a consumer's purchase decision. A quarter of a consumer's purchase decision is driven by how culturally relevant the brand is - that is not insignificant.



Source | MAGNA & Twitter "The Impact of Culture" research, 2019, US/CA/BR/UK

### When brands connect with what's happening on Twitter, they see lifts across the funnel

+18%

Message Association

+8%

Brand Awareness

+7%

Brand Preference

+3%

Purchase Intent

Source | Nielsen Brand Effect, 2015-2018

*What are you connecting with next?*